



2015

ANNUAL REPORT

TO

THE JEFFERSON COUNTY
BOARD OF SUPERVISORS





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August 2016

Dear Jefferson County Board of Supervisors,

The Jefferson County Fair Park is pleased to present our 2015 Annual Report to the Jefferson County Board of Supervisors. This report provides some insight into the current operations and goals of the Fair Park as a special event facility.

In 2015, 226 days of the year we hosted an event. The Fair Park had 194 event days, which represents the number of events times the number of days per event. Our goal, at the Fair Park, is to have multiple events going on at the same time. During our peak periods we will have three or four events on the same weekend. During the year we accommodated 103 paid events, 60 4-H events, 31 interdepartmental events. The Fair Park is a valuable resource for the citizens of Jefferson County for local events, fundraisers and as a regional meeting center. Events bring in valuable dollars to the County in the form of sales tax revenues and customers for local businesses. Our objective is to provide a first-rate facility at a reasonable cost, with excellent service to our tenants.

The Jefferson County Fair, having completed its 164th year, remains a showcase for youth and adults of the county and this region's agricultural heritage. We strive to provide quality entertainment at a good value that will assure continued growth and be a benefit to county residents and visitors.

We continue to work closely with the County Board, Fair Park Committee, County Administration, Tenants, Civic Groups, Private Businesses, Educational and Non-Profit Organizations, and Private Citizens to find ways to expand our services to the community.

One of our goals is to continue to develop additional revenue streams from other markets and expand our existing markets. We will continue to enhance our facility and maintain its reputation as one of the leading Fair Park facilities in the state.

We invite you to contact us directly at any time to schedule a tour of the facility or to ask any questions you may have.

Respectfully Submitted,

David Diestler
Fair Park Director

Mission Statement - “Jefferson County Fair Park provides a county owned facility for all citizens where young and old can gather to display their talents, accomplishments and celebrate their cultures; thereby promoting education, entertainment and economic growth in Jefferson County.”

The agricultural community, local organizations and citizens have supported the Fair Park for generations. In return this facility will reflect an image to honor their accomplishments and maintain the rural flavor evident throughout Jefferson County. This recognized and respected facility plays an important role as a year round tourism generator benefiting businesses and citizens of Jefferson County. The County benefits from visitors throughout the Midwest from rental fees and county sales taxes.

The Jefferson County Fair Park is County owned and operated with the resolve to demonstrate pride in our facility by being available for a variety of events. Our facility contributes greatly to youth education by showcasing their accomplishments and the identity of our community through the county fair.

2015 STAFFING - The Jefferson County Fair Park Department full-time staff includes: David Diestler - Fair Park Director, Roger Kylmanen – Fair Park Supervisor, Amy Listle – Administrative/ Marketing Assistant, Leslie Pelikan – Administrative/ Marketing Assistant (left in August), Renee Busshardt - Administrative/ Marketing Assistant (Started in December replacing Leslie). (Michelle Rue & Kathy Hart – part-time filled in from September to December), Travis Crawford – Maintenance Worker. Plus, there are (3) 1,000 hour maintenance workers, (1) Office Assistant - seasonal, (2) Caretakers (6 month) and (1) Grounds Assistant - seasonal worker. Additional staff and volunteers are recruited during fair week to provide the extra labor needed to make the event a success.

REGIONAL EVENTS - These shows bring in tens of thousands of people from outside our county. Our events fill many of the area hotels, restaurants and create valuable business traffic for stores generating sales tax dollars and producing jobs for Jefferson County.

FUNDRAISING EVENTS - The Fair Park offers a high quality, centrally located, venue at a reasonable cost. Many local charities raise money by hosting events here at the park. These charities depend on the Fair Park as the place for their biggest yearly fundraisers. The following non-profit organizations utilized the Fair Park in 2015 for fundraising:

Jefferson Lions Club, Jefferson Rotary Club, Jefferson Chamber of Commerce, Jefferson Kiwanis, Fort Atkinson Wisconsin Conservation Club, Ready Kids for School, Christmas Neighbors, Jefferson County Snowmobile Alliance, Tomorrow’s Hope, Wisconsin Dream Center and Jefferson County Agri-Business Club.

PAID TICKET EVENTS - Includes the County Fair, Madison Classic Swap Meet and Car Show, Wisconsin Sheep & Wool Festival, Gemuetlichkeit Days, Taste of Home, Gun Shows and various other events. Entertainment and lifestyle shows utilize our facility to host various events for the general public. The Fair Park offers an excellent location, opportunity and facility for organizations to hold these shows. The Fair Park offers area residents quality entertainment close to home.

INTERDEPARTMENTAL USE - Jefferson County Departments and 4-H utilize the Fair Park for meetings, classes and other events as needed. In 2015, County Departments that used the Fair Park included: The Sheriff’s

Department (and other regional law enforcement), UW Extension/4-H, Land and Water, Human Services, and Zoning for Clean Sweep.

COMMUNITY EVENTS- The Fair Park serves as host for the following community events: Gemuetlichkeit Days, Tomorrow's Hope, the Jefferson County Fair and other community functions.



2015 JEFFERSON COUNTY FAIR

2015 brought several top national acts to the Jefferson County Fair. Chris Cagle was scheduled to perform, but due to vocal issues he had to cancel at the last minute. We were fortunate enough to get Keith Anderson and Trick Pony to take his place on the main stage on Friday, July 10. Opening for them was an up and coming country band called Gunnar and the Grizzly Boys. On Saturday, July 11th the classic band Joan Jett and the Blackhearts performed on the main stage with Megan Ruger, previously on the Voice, opening.

The Kids' Stage was expanded to include acts from Hoo's Woods – Live Birds of Prey, The Magic of Jim Mitchell, Nick's Kids Show and Bobby Hunt as Circus Boy.

Other entertainment on the fairgrounds included Zoozort animal shows, the Badger Woodturners, The Sheriff's Department K9 demonstration, the wooden shoe carver, the Ag Adventure tent and the popular hopping teenage music by DJ Dylan.

The world famous Vicenta's White Tigers performed at the Jefferson County Fair in 2015. They performed three shows daily to a large and enthusiastic crowd. The Pleasure Valley Pig and Duck races and the Firefighters Show always performed in front of a packed house. We, also, had the Vertical Mischief Motorcycle Stunt Show that pulled in a crowd whenever they would rev up their cycles just before they started their trick riding.

Performances at the Miller Entertainment Tent included Wednesday night's Wisconsin State Fair Talent Contest, for all youth under the age of 18, with the winner from each category advancing to the state competition and a chance to win \$3,000. Thursday afternoon's audience was entertained by the Jimmy Hartwig Band and Thursday night they watched young kids and adults perform in the Garage Band Extravaganza.

Friday night's crowd was entertained by the Chasin Mason band. Saturday's performances included Josh Napert, South Bound band, and Shotgun Jane. Sunday opened with new entertainment, called LaMovida Day, which offered Latino and Mexican music, a hot pepper eating contest, a taco eating contest and more!!

COMMUNITY/ECONOMIC IMPACT OF THE FAIR

The County Fair allows 4-H, FFA members and adults the ability to highlight their talents and provide a showplace for the community to view these wonderful projects. It brings the community together for one week of fun, showmanship, entertainment and uniting family and friends.

Non-profit organizations raised tens of thousands of dollars for their respective groups, during the week of the fair, by operating food stands, working the gates, running the beer tents or by selling soda. The organizations furnish volunteers to work at the fair in return for donations that help support their respective non-profit agencies. The following groups raised money for their charities at the 2015 County Fair:

Jefferson County Agri-Business Club, Kiwanis, Jefferson Chamber of Commerce, Tomorrow's Hope (via Valero Renewables), Jefferson Booster Club, 4C's FFA Alumni, Jefferson County Farm Bureau, Kettle Moraine Rough Riders, Whitewater Optimists, Fort Atkinson Lions Club, Jefferson Lions Club, Helenville Fire Department, Fort HealthCare Foundation, and Johnson Creek Educational Foundation.

FAIR PARK UPDATES

New high speed fiber optic cables were trenched in from the Courthouse to the Fair Park. This allows the Fair Park to be directly connected to the courthouse, MIS computers and other infrastructure. This added advanced security, high speed excess to all our electronic data, and advanced connectivity to records and data that otherwise was not available to the Fair Park office.

Two new electrical pedestals were added to the Fair Park. Each pedestal includes multiple 20 amp, 30 amp and 50 amp circuits to allow for maximum usage and versatility. Both pedestals were added to replace existing older electrical pedestals that were out-of-date, underpowered and starting to fail under heavier loads. These were added to keep up with the increased electrical demands from fair vendors, campers and other event users.

Other areas that were updated included new gravel added to the roadways and an old culvert removed from the west parking lot area. Several new picnic tables were added to our inventory to use during fair and during the camping season. A used gator /UTV was purchased to replace two aging golf carts that were in need of repair.

The Parks Department cut down several older trees that were infected or susceptible to being infected with the Emerald Ash Borer disease. Afterwards, they planted several new species of trees in the front terrace along Jackson Avenue which will enhance the Fair Park appearance.

The City of Jefferson Utilities Department required us to remove a water pit that was located at the south end of the Activity Center parking lot. The pit had to be removed, the hole filled in, and everything brought up to code.

Jefferson County

FAIR

July 8-12



Celebrating
the
163rd Annual
Jefferson County
Fair !

Wednesday, July 8

8:00 am Gates Open - Kid's Day
10:30 am County Tractor Pull - Grandstand
Noon **Carnival Wristband Special**
- \$15 Noon - 5pm
1:00 pm Bingo - Pavilion
2:30 pm Cooking Show Live! - Jones Dairy Tent
6:00 pm Junior Amateur Talent Show- Miller Lite Tent
7:00 pm **Badger State Tractor Pull - Main Stage**
7:30 pm DJ Dylan - Pavilion

Thursday, July 9

8:00 am Gates Open
Noon **Carnival Wristband Special**
- \$25 Noon - 10pm
1:00 pm Bingo - Pavilion
2:00 pm Jimmy Hartwig Band - Miller Lite Tent
2:30 pm Cooking Show - Live! - Jones Dairy Tent
6:00 pm Garage Band Extravaganza - Miller Lite Tent
6:30 pm **Badger Truck Pull - Main Stage**
7:30 pm DJ Dylan - Pavilion

Friday, July 10

8:00 am Gates Open
11:00 am Draft Horse Halter Judging -Draft Horse Arena
Noon **Carnival Wristband Special**
- \$25 Noon - 11pm
1:00 pm Bingo - Pavilion
2:30 pm Cooking Show Live! - Jones Dairy Tent
5:30 pm Draft Horse Cart Judging -Draft Horse Arena
7:30 pm **Chris Cagle with Gunnar & The Grizzly Boys - Main Stage**
9:00 pm DJ Dylan - Pavilion
10:00 pm Chasin Mason - Miller Lite Tent



JcFairPark.com

* Note: Events & times subject to change without notice.

Saturday, July 11

8:00 am Gates Open
10:30 am Dairy Honors Auction - MAP Arena
Noon **Carnival Wristband Special**
- \$25 Noon - 11pm
1:00 pm Meat Animal Project Auction - MAP Arena
4:00 pm Josh Napert
5:00 pm South Bound - Miller Lite Tent
5:00 pm Small Animal Sale - MAP Arena
5:30 pm Draft Horse Hitch Judging
- Draft Horse Arena
7:30 pm **Joan Jett and The Blackhearts**
with Megan Ruger - Main Stage
9:00 pm DJ Dylan - Pavilion
10:00 pm Shotgun Jane - Miller Lite Tent

Sunday, July 12

8:00 am Gates Open
11:00 am Fairest of the Fair - Final Questions - A.C.
Noon **Carnival Wristband Special**
- \$25 Noon - 6pm
Noon **La Movida Family Day! - Miller Lite Tent**
12:30 pm Celebrate Freedom Day Ceremony
1:00 pm **Fairest of the Fair - Crowning**
2:00 pm Action Auto Demo Derby - Grandstand

Daily Entertainment

Vicenta's White Tigers Show - 1, 3 & 6 pm
Pleasure Valley Pig & Duck Races
- 12:30, 2, 3:30, 5 & 6:30 pm
Firefighters Show - 1, 3 & 5 PM
ZooZort - Sat. noon - 7 pm & Sun. noon - 6 pm
Ag Adventure Tent - Educational Agricultural Discoveries
- 10 am - 7 pm
K9 Demonstrations - Noon, 2 & 4
Vertical Mischief Motorcycle Stunt Show
- 11:30, 1:30, 3:30 & 5:30 pm
Badger Woodturners - 10 - 8 pm & Sun. until 6
Wooden Shoe Carver - Noon - 6:30 pm

Standard Process - Kids' Stage

Hoo's Woods - Live Birds of Prey!
3-6 pm - W-F, 3-7 Sat. & 1-4 Sun.
The Magic & Comedy Hypnosis of Jim Mitchell
12:30, 2:30, 4:30 & 6:30 pm
Circus Boy - 2, 4 & 6 pm
Nick's Kids Show - (Wednesday Only - 1, 3 & 5 pm)

2015 – Schedule of Events:

<u>DATE</u>	<u>EVENT</u>	<u>DATE</u>	<u>EVENT</u>	<u>DATE</u>	<u>EVENT</u>
Jan. 2	Antique Auction	May 29 - 31	Horse Show	Sept. 4 - 6	Gun Show
Jan. 11	Flea Market	May 30	Jefferson Co. Dairy Breakfast	Sept. 4 - 6	Flyball Dog Competition
Jan. 18	4-H Horse & Pony Tack Sale	May 30	Furry Friends 5k	Sept. 5 - 6	Horse Show
Jan. 24	Pigeon Show	<i>May 30</i>	<i>Jr. Fair Llama Show</i>	Sept. 11 - 13	Sheep & Wool Festival
Jan. 25	Flea Market	May 31	Badgerland Llama Show	Sept. 18 - 20	Gemeinschaft Days
Jan. 31	Medieval Event	June 2	Antique Auction	Sept. 25 - 27	Car Show & Swap Meet
Feb. 3	Antique Auction	June 6	Take a Kid Fishing	Oct. 3 - 4	Rock & Gem Show
Feb. 7	Optimist Trivia	June 6 - 7	Spring Preview	Oct. 6	Antique Auction
Feb. 8	Flea Market	June 6 - 7	Horse Show	Oct. 10 - 11	Tri-County Rabbit Show
Feb. 13 - 15	Gun Show	June 13 - 14	Horse Show	Oct. 10 - 11	WIHA Dist. 1
Feb. 21	Pet Swap	<i>June 15</i>	<i>Open/Sr. Entries Due</i>	Oct. 17	Snowmobile Swap & Grass Drags
Feb. 22	WI Motorcycle Swap Meet	June 19 - 21	Horse Show	Oct. 17 - 18	WIHA State Show
Feb. 28 - Mar. 1	Badger Lab Dog Show	June 19 - 21	County Line Vans	Oct. 24	Rabies Clinic
Mar. 3	Antique Auction	June 27 - 28	Horse Show	Oct. 25	Flea Market
Mar. 7-8	Badger Rabbit Show	<i>June 29</i>	<i>Open Photography Check-in</i>	Nov. 3	Antique Auction
Mar. 14	Winter Wine Festival	<i>June 29</i>	<i>Jr. Fair Dog Show Judging</i>	Nov. 4	WE Energies Cookee Book
Mar. 15	Ham Radio Festival	<i>June 30</i>	<i>Open Photography Judging</i>	Nov. 8	Flea Market
Mar. 16	Wisconsin Banquet	July 4 - 5	Horse Show		
Mar. 21	Rabies Clinic	<i>July 6</i>	<i>Jr. Fair Race to Face Judging</i>	As we finalize our 2015 calendar keep up with us online!	
Mar. 21 - 22	Home Show	<i>July 8 - 12</i>	<i>Jefferson County Fair</i>		
Mar. 28	Beaver Pigeon & Bantam Swap	<i>July 8</i>	<i>Badger State Tractor Pullers</i>	   	
Mar. 29	Flea Market	<i>July 9</i>	<i>Badger Truck Pulls</i>		
Apr. 7	Antique Auction	<i>July 10</i>	<i>Chris Cagle w/ Gunnar & the Grizzly Boys</i>	   	
Apr. 11	Clean Sweep	<i>July 11</i>	<i>Joan Jett & the Blackhearts</i>		
Apr. 11 - 12	Tri-County Rabbit Show	<i>July 12</i>	<i>Action Auto Demo Derby</i>	www.JCFairPark.com	
Apr. 12	MAP Sheep Weigh-in	July 17 - 18	Tomorrow's Hope		
Apr. 13	DNR Spring Meeting	July 18 - 19	Horse Show	Want to host an event at the Jefferson County Fair Park? Call us! (920) 674-7148	
Apr. 18 - 19	Dancers w/ Woofs	July 25 - 26	Horse Show		
Apr. 24 - 26	Car Show & Swap Meet	July 31 - Aug. 2	Horse Show	<i>Events listed in red are pertaining to the Jefferson County Fair, July 8 - 12, 2015!</i>	
May 1 - 3	Dairyland Classic Dog Show	Aug. 4	Antique Auction		
May 2-3	Horse Show	Aug. 7 - 9	Horse Show		
May 5	Antique Auction	Aug. 8	Ready Kids for School		
May 9 - 10	Horse Show	Aug. 15 - 16	Horse Show		
<i>May 15</i>	<i>Jr. Fair Entries Due</i>	Aug. 22-23	Horse Show		
May 16 - 17	Horse Show	Aug. 29 - 30	Horse Show		
May 22 - 24	Horse Show	Sept. 1	Antique Auction		
May 25	4-H Open Horse Show				

OUR CHALLENGES

The main challenge for the Fair Park is to find ways to maximize its usage on weekends. Most of our tenants want to rent our facility for a weekend event. However, our current facility layout limits the number of events we can entertain at one time. We have events that want to charge a fee and we have other events that are free. Trying to keep the visitors of these two events separate and not becoming commingled has been a challenge. This is especially true since we only have one kitchen or food service area and both groups want excess to this amenity.

Another challenge is the increasing cost of national entertainment during the fair. Our costs keep increasing and we need to find ways to offset those costs. The newer band prices keep going up, but they aren't big enough yet to have enough name recognition to sell out our concert seating.

OUR GOALS

- Increase revenues and find additional revenue streams.
- Continue to expand the Fair Park to meet the needs and demands of our current and future clients.
- Develop efficiencies in job functions, controlling expenses and maximizing revenues
- Continue to seek out additional quality events to host at the Fair Park.

YEARLY SUMMARY

	Fair Park		Fair Week		Total	
	Budget	Actual	Budget	Actual	Budget	Actual
2016						
Revenues	(489,500)	-	(612,154)	-	(1,101,654)	-
Expenditures	614,757	-	557,246	-	1,172,003	-
Capital	43,000	-	-	-	43,000	-
Levy	(125,257)	-	54,908	-	(70,349)	-
Fund Balance Used (Over)	43,000	-	-	-	43,000	-
2015 (with carryovers)						
Revenues	(504,690)	(511,160)	(627,900)	(585,695)	(1,132,590)	(1,096,855)
Expenditures	615,353	564,711	576,925	557,117	1,192,278	1,121,828
Capital	139,249	110,230	-	-	139,249	110,230
Levy	(130,653)	(130,653)	50,975	50,975	(79,678)	(79,678)
Fund Balance Used (Over)	119,259	33,128	-	22,397	119,259	55,525
2014 (with carryovers)						
Revenues	(505,300)	(550,325)	(648,800)	(579,103)	(1,154,100)	(1,129,428)
Expenditures	556,306	606,417	648,800	565,562	1,205,106	1,171,979
Capital	146,726	70,931	-	-	146,726	70,931
Levy	(118,006)	(118,006)	-	-	(118,006)	(118,006)
Fund Balance Used (Over)	79,726	9,017	-	(13,541)	79,726	(4,524)
2013 (with carryovers)						
Revenues	(461,800)	(516,431)	(596,200)	(625,350)	(1,058,000)	(1,141,781)
Expenditures	524,608	593,000	587,738	560,843	1,112,346	1,153,843
Capital	194,500	116,412	-	-	194,500	116,412
Levy	(200,348)	(200,348)	8,462	8,462	(191,886)	(191,886)
Fund Balance Used (Over)	56,960	(7,367)	-	(56,045)	56,960	(63,412)